

# User & Revenue Metrics



# Metrics

Mapped **Users** and **Revenue** across **15 Products** and **6 Industries** (15 pages):

## EagleView Product and Industry Metrics

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### Highlights

- CONNECTMobile Usage
- Feature Crossover
- ViewPoint Success Threshold
- Evolving Construction Solutions
- Insurance Claims Revamp
- Construction Solutions
- Enhancements & Opportunities
- Underwriting Use-cases for Area A
- Next Steps

### Bookings & User Volume

- Overview
- 2018 EV Bookings by Vertical
- 2018 EV User Volume—187K
- User Volume—CONNECTExplorer
- User Volume—CONNECTMobile
- User Volume—Reports

### Product Usage

- Summary
- Visualizers-Area Views & Geo-base
- Visualizers- Area Views, Workflow &
- Mobile Apps
- Report Ordering

### Bookings & User Volume

#### Overview

%	Vertical	Bookings	Imagery	Reports	User %	Users
35%	Government	\$75,250	121K users, \$75,250	NA	28%	121K
32%	Insurance Claims	\$27,250	5.2K users, \$27,250	10 users, \$27,250	12%	5.2K
23%	Construction	\$40K	NA	10 users, \$40K	17%	10K
8%	Infrastructure	\$15,250	3.2K users, \$15,250	NA	2%	3.2K
2%	Solar (enterprise)	\$5,250	NA	207 users, \$5K	2%	207
1%	Underwriting	\$2K	NA	140 users, \$2K	2%	140
	Partners		207 users		2%	207
	Commercial		15.2K users		2%	15.2K
	<b>Totals</b>	<b>\$115,250</b>	<b>140K users</b>	<b>5.2K users, \$115,250</b>		<b>140,740</b>

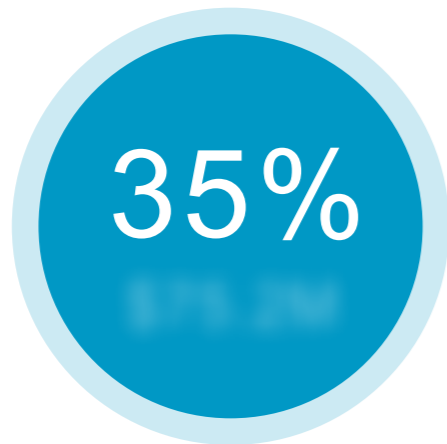
#### 2018 EV Bookings by Vertical

- 37% Government, \$75,250 (images)
- 28% Insurance Claims, \$27,250 (10 reports)
- 26% Construction, \$40,000 (10 reports)
- Solar, \$5,250 (207 reports)

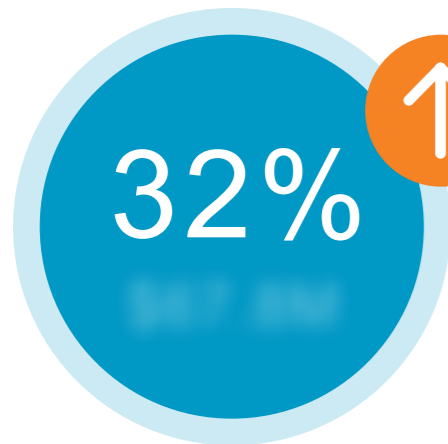
# Industries & Consumers

## Top Bookings

Government

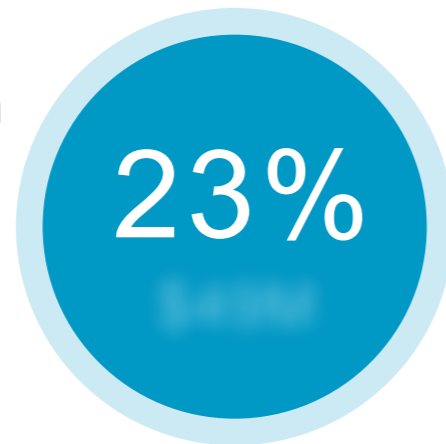


Claims



Growth

Construction



1% - \$1.2B



Underwriting

Growth

2% - \$1.5B



Solar

Developing

8% - \$10.2B

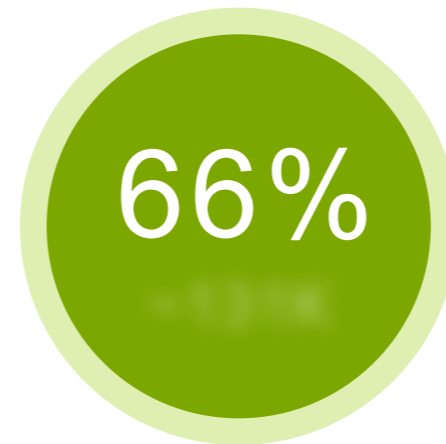


Infrastructure

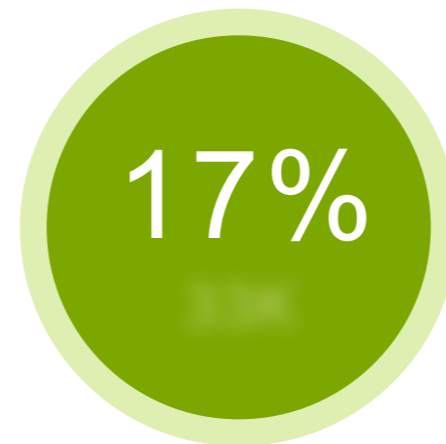
Developing

## User Volume

Government



Construction



Claims



Infrastructure 2% - \$1.2B

Solar 0% - \$0.5B

Underwriting 0% - \$0.5B

## New Markets

Autonomous Driving

Agriculture

Financial Services

HVAC

5G

# Highlights

Insights surfaced from this analysis:

## General Landscape

- Identified industry, solutions and consumer landscape, qualified by revenue and user volume to aid prioritization
- Identified top and bottom industries and solutions by revenue and customer volume and qualifying with growth and frequency insight
- Qualified usage by solution type, such as imagery versus reports, and compared to revenue and customer volume

## Surfaced Insights

- Unidentified 80% customer base (main industry discussed accounted for only 20% of usage)
- Feature crossover comparison and potential for consolidating solutions

## Risk Assessment

- Risk assessment based on customer volume, user volume, revenue and project status for expected product overhaul and new platform development

## Areas for Improvement

- Identified an opportunity to improve user experience for a large volume of users and the potential increase in revenue
- Identified easy wins based on requested features crossed with user volume and revenue

## Identifying Unknowns

- Many customers mention preference for use of APIs as opposed to the UI--more research is required
- Identified other blind spots requiring more research